

PHOTOPLAY ANNOUNCES

In New York, you'll find
Hollywood Cinema Fashions at

MACY'S CINEMA SHOP

—and nowhere else in New York. The largest store in America was the first to open a Cinema Shop. Barely a year old, Macy's Cinema Shop has been remarkably successful in introducing authentic, official motion-picture fashions to smart photoplay-goers in the greatest picture town of them all!

Now you'll find Hollywood Cinema Fashions at Macy's—under Macy's own registered trademark "Star Picture Fashions". Approved by Photoplay's Fashion Editor, you'll find on each enchanting garment the name of the star and the picture in which she wore the original. And the magical speed with which Hollywood Cinema Fashions are made enables you to wear the twin of your favorite star's most becoming new frock the very week that her picture opens on Broadway! The Cinema Shop is on Macy's famous Third Floor. Photoplay cordially invites you to visit it early and often!



One of Macy's newest Hollywood Cinema Fashions.. Sylvia Sydney's dress in "30 Day Princess", a Paramount Picture, made as a dinner dress, without the train.

CINEMA SHOP





Chesterfield
M^{rs} Smith?



Yes, thank you
M^r Smith!

They Satisfy